

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the instant application:

**Listing of Claims:**

1. (Currently Amended) A method for ~~boarding~~ rebooking passengers when seats on a commercial airline flight flown by a commercial airline are overbooked, comprising the steps of:

storing passenger data for each passenger booked on said flight;

determining denied boarding candidates for said flight;

for each denied boarding candidate, using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

for each denied boarding candidate, using said passenger data to compute a lifetime value to the commercial airline of the denied boarding candidate;

for each denied boarding candidate, computing a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate and the cost of rebooking the denied boarding candidate;

comparing passenger data for said denied boarding candidates and ranking each denied boarding candidate according to the financial values of each of the denied boarding candidates; and

selecting passengers for said flight ~~using said passenger data~~ based on said financial values such that

when one available seat on the commercial flight remains and two denied boarding candidates prefer to fly on the commercial flight, the available seat is assigned to the denied boarding candidate having the higher financial value to the commercial airline, and

when two denied boarding candidates prefer to voluntarily accept an incentive offered to rebook, the denied boarding candidate having the higher financial value is selected to receive the incentive.

2. (Currently Amended) The method of claim 1, wherein said passenger data comprises [[the]] a frequent flyer status of the passenger.
3. (Original) The method of claim 1, wherein said passenger data is passenger financial data.

4. (Currently Amended) The method of claim 3, wherein said passenger financial data comprises ~~[[the]]~~ a remaining flight ticket value of each denied boarding candidate.

5. (Cancelled)

6. (Original) The method of claim 3, wherein said passenger financial data comprises passenger lifetime value data.

7. (Cancelled)

8. (Original) The method of claim 1, wherein said denied boarding candidates are volunteers.

9. (Original) The method of claim 1, wherein said denied boarding candidates are involuntary.

10. (Currently Amended) The method of claim 1, wherein said comparing step comprises ~~the application of a~~ applying a predetermined set of rules.

11. (Currently Amended) The method of claim [[10]] 1, wherein said ~~rules comprise~~  
ranking further comprises arranging said passengers according to a descending revenue  
impact to the airline.

12. (Currently Amended) The method of claim [[10]] 1, wherein said ~~rules comprise~~  
ranking further comprises arranging said passengers according to passenger frequent flyer  
status.

13. (Currently Amended) The method of claim [[10]] 1, wherein said ~~rules comprise~~  
ranking further comprises arranging said passengers according to passenger lifetime  
value data.

14. (Currently Amended) A system for ~~boarding~~ rebooking passengers when seats on  
a commercial airline flight flown by a commercial airline are overbooked, comprising:

means for storing passenger data for each passenger booked on said flight; and  
~~comparing means for comparing passenger data for denied boarding candidates~~  
~~and for selecting passengers for said flight from said denied boarding candidates~~  
~~according to the passenger data.~~

determining denied boarding candidates for said flight;

means for using said passenger data to compute, for each denied boarding candidate, a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

means for using said passenger data to compute, for each denied boarding candidate, the lifetime value to the commercial airline of the denied boarding candidate;

means for using said passenger data to compute, for each denied boarding candidate, a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate and the cost of rebooking the denied boarding candidate;

means for comparing passenger data for said denied boarding candidates and ranking each denied boarding candidate based on the financial values of each denied boarding candidate; and

means for selecting passengers for said flight based on said financial values such that

when one available seat on the commercial flight remains and two denied boarding candidates prefer to fly on the commercial flight, the available seat is

assigned to the denied boarding candidate having the higher financial value to the commercial airline, and

when two denied boarding candidates prefer to voluntarily accept an incentive offered to rebook, the denied boarding candidate having the higher financial value is selected to receive the incentive.

15. (Original) The system of claim 14, wherein said passenger data is passenger financial data.

16. (Currently Amended) A machine readable storage having stored thereon a computer program having a plurality of code sections executable by a machine for causing the machine to perform the steps of:

storing passenger data for each passenger booked on said flight;

determining denied boarding candidates for said flight;

for each denied boarding candidate, using said passenger data to compute a cost of rebooking said denied boarding candidates, said rebooking cost being the lesser of a cost of paying for the denied boarding candidate to travel on a different flight flown by a different commercial airline or a cost, including lodging and meals, to accommodate the denied boarding candidate until the denied boarding candidate can be flown on a later flight flown by the commercial airline;

for each denied boarding candidate, using said passenger data to compute a lifetime value to the commercial airline of the denied boarding candidate;

for each denied boarding candidate, computing a financial value of the denied boarding candidate based upon the lifetime value of the denied boarding candidate and the cost of rebooking the denied boarding candidate;

comparing passenger data for said denied boarding candidates and ranking each denied boarding candidate according to the financial values of each of the denied boarding candidates; and

selecting passengers for said flight using said passenger data; based on said financial values such that

when one available seat on the commercial flight remains and two denied boarding candidates prefer to fly on the commercial flight, the available seat is assigned to the denied boarding candidate having the higher financial value to the commercial airline, and

when two denied boarding candidates prefer to voluntarily accept an incentive offered to rebook, the denied boarding candidate having the higher financial value is selected to receive the incentive.

17. (Currently Amended) The machine readable storage of claim 16, wherein said passenger data comprises [[the]] a frequent flyer status of the passenger.

18. (Original) The machine readable storage of claim 16, wherein said passenger data is passenger financial data.

19. (Currently Amended) The machine readable storage of claim 18, wherein said passenger financial data comprises [[the]] remaining flight ticket value of each denied boarding candidate.

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Original) The machine readable storage of claim 16, wherein said comparing means comprises rules for making said comparison.

24. (Original) The machine readable storage of claim 23, wherein said rules comprise arranging said passengers according to a descending revenue impact to the airline.



25. (Original) The machine readable storage of claim 23, wherein said rules comprise arranging said passengers according to passenger frequent flyer status.

26. (Original) The machine readable storage of claim 23, wherein said rules require arranging said passengers according to passenger lifetime value data.